

AMENDMENT OF THE ABSTRACT:

Please amend the Abstract to read as follows:

ABSTRACT OF DISCLOSURE

--A retail-based consumer product information search and delivery system installed in a retail store environment and driven by a manufacturer-managed Internet-based consumer product information management and delivery network. The system comprises a subsystem of shelves for supporting one or more UPN-labeled products, and a plurality of product information kiosks operably connected to the Internet and mounted relative to the subsystem of shelves, and configured for reading UPN-encoded symbols on the UPN-labeled products and automatically displaying a plurality of URLs pointing to one or more information resources on the Internet that have been linked to the read UPN, by the manufacturer of the consumer product and/or an agent thereof. The manufacturer-managed Internet-based consumer product information management and delivery network enables manufacturers and/or their agents to manage and deliver manufacturer-specified product information resources to consumers having access to an Internet-enabled consumer product information kiosk installed within the retail store.--